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Milton Springut (MS6571) Tal S. Benschar (TSB0838) KALOW & SPRINGUT LLP 488 Madison Avenue New York, New York 10022 (212) 813-1600

Attorneys for Plaintiffs Cartier, a division of Richemont North America, Inc. and Cartier International, N.V.

UNITED STATES DISTRICT COURT SOUTHERN DISTRICT OF NEW YORK

CARTIER, division of RICHEMONT : NORTH AMERICA, INC.; and : CARTIER INTERNATIONAL, N.V., :

Plaintiffs, : Civil Action No. 08-CV-4471 (LAK)

v.

SEAH LLC; SKYMALL, INC.; and JOHN DOES 1-10,

Defendants.

_____X

DECLARATION OF TAL BENSCHAR

TAL BENSCHAR declares that:

1. I am a Partner of Kalow & Springut LLP, counsel for plaintiffs in the above action. I make this declaration in support of Plaintiffs' motion for expedited discovery from defendants.

Plaintiffs And The Cartier Business

2. Plaintiff Cartier International, N.V., a Netherlands Antilles corporation, is the owner of all trademarks and trade dress used in the marketing of Cartier watches and jewelry

designs, including the PASHA DE CARTIER Trade Dress at issue herein. These rights are licensed to co-plaintiff, Cartier, division of Richemont N.A., Inc., a Delaware corporation, which operates Cartier stores throughout North America and supplies wholesale accounts with Cartier watches and jewelry. (The two companies are collectively referenced as "Cartier.")

3. The PASHA DE CARTIER Trade Dress has been registered on the Principal Register of the United States Patent and Trademark Office, Nos. 3,211,038 and 3,211,039 for, respectively, the PASHA DE CARTIER Trade Dress without and with the distinctive bracelet design. Cartier International is the owner of such registrations and the trade dress set forth therein. Such registrations and the trade dress therein are valid and subsisting. (Such registrations are hereinafter referenced as the "PASHA Registrations."). Copies of the PASHA Registrations are attached hereto as Benschar Declaration Exhibits A and B.

Defendants

- 4. Defendant Seah LLC ("Seah"), is a Florida company having a place of business in Sunrise, Florida.
- 5. Defendant SkyMall, Inc. (SkyMall), is a Delaware corporation having a place of business in Phoenix, Arizona. Both Seah and SkyMall are collectively referenced herein as "Defendants."
- 6. Defendants have advertised, offered for sale and sold infringing products through the SkyMall magazine and the websites www.seahzodiacwatches.com and www.skymall.com.

Cartier's Investigation Of Defendants

7. It recently came to Cartier's attention that Defendants were offering for sale watches that are confusingly similar to Cartier watches protected under the PASHA DE

CARTIER Registration. Attached as Benschar Declaration Exhibit C are printouts from Defendants' website showing some of these offerings, specifically the "SEAH ZODIAC" design.

At my direction, an assistant in our offices ordered one of the Seah watches from 8. SkyMall's website. The item was shipped to his address in the New York, New York. He then brought the item (hereinafter the "Sample Watch") to our office, where it was entered into our firm's evidence system. The watch has been marked as Benschar Declaration Exhibit D; a photostatic copy thereof is attached to the declaration with the same exhibit designation.

Cartier's Need For Expedited Discovery

- Our firm has prosecuted several actions in this Court with similar fact patterns, 9. i.e., jewelers selling products that infringe Cartier's protected trademarks. From our experience, expedited discovery is important in enabling Plaintiffs to avoid irreparable harm. First, expedited discovery is crucial in uncovering other actors in the distribution chain for the infringing items - including distributors, manufacturers and other commercial dealers in the infringing product. Allowing Cartier to identify these parties quickly will enable Cartier to proceed with legal action against them in the appropriate legal forum.
- Second, expedited discovery will permit Cartier to prepare for a preliminary 10. injunction motion in this case, should that prove necessary.

Cartier's Need For Immediate Relief

For the reasons set forth herein and in the memorandum of law in support of 11. Plaintiffs motions, Plaintiffs are experiencing continuing and irreparable harm from the sale and offering for sale of watches that are confusingly similar to protected Cartier trade dress. Based upon the foregoing, it is respectfully submitted that there are good and sufficient reasons for the

Court to proceed expeditiously by Order to Show Cause for an order for expedited discovery.

- 12. No previous request has been made for the relief sought herein.
- Pursuant to 28 U.S.C. § 1746, I declare under penalty of perjury that the foregoing 13. is true and correct.

Executed on May (), 2008 New York, New York

7076104

ANTONIAND STAVUES OBAMOBRICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

July 06, 2007

THE ATTACHED U.S. TRADEMARK REGISTRATION 3,211,038 IS CERTIFIED TO BE A TRUE COPY OF THE REGISTRATION ISSUED BY THE UNITED STATES PATENT AND TRADEMARK OFFICE WHICH REGISTRATION IS IN FULL FORCE AND EFFECT.

REGISTERED FOR A TERM OF 10 YEARS FROM February 20, 2007 SAID RECORDS SHOW TITLE TO BE IN: Registrant

By Authority of the

Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office

P. SWAIN

Certifying Officer





Int. Cl.: 14

Prior U.S. Cls.: 2, 27, 28 and 50

United States Patent and Trademark Office

Reg. No. 3,211,038 Registered Feb. 20, 2007

TRADEMARK PRINCIPAL REGISTER



CARTIER N.V. (NETHERLD ANTILLES COMPA-NY) SCHARLOOWEG 33 CURACAO, NETHERLD ANTILLES

FOR: HOROLOGIC AND CHRONOMETRIC IN-STRUMENTS, NAMELY, WATCHES, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FIRST USE 6-15-1985; IN COMMERCE 6-15-1985.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE 3, 6, 9 OR 12 OR THE WATCH HANDS, APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF A CONFIGURATION OF A ROUND AND THICK WATCH CASE (I.E. DEEP) WITH A THICK OUTER METAL BEZEL SURROUNDING THE WATCH FACE THAT SLOPES DOWNWARD FROM THE INSIDE OF THE CASE TO THE OUTSIDE; A REMOVABLE, SCREW DOWN CAP THAT COVERS A CENTRAL CROWN, SUCH THAT IN LOOKING AT THE WATCH FROM THE FRONT, THERE ARE THREE METAL RINGS OF INCREASING THICKNESS WITH ENGRAVED STRIATIONS, A FOURTH THICK METAL RING, AND A CABOCHON END, WITH A SAPPHIRE OR COLORED STONE OR ROUNDED STAINLESS-STEEL DOME, ALL OF WHICH IS ATTACHED TO THE WATCH WITH A CHAIN LINK; SINGLE HORNED EXTENSIONS AT THE TOP AND BOTTOM OF THE WATCH CASE CONNECTING IT TO THE STRAP, SUCH THAT THE STRAP FITS BETWEEN THE EXTENSIONS WITH ONLY ONE SINGLE EXTENSION ON EACH SIDE; A LUG THAT EXTENDS THROUGH THE STRAP/BRACELET AND THE SINGLE HORNED EXTENSION WITH PYRAMID-SHAPED CAPS; ARABIC NUMERALS IN CURLY FONT.

SEC. 2(F).

SER. NO. 78-855,441, FILED 4-6-2006.

CAROLINE WOOD, EXAMINING ATTORNEY

7076184

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TO ALL TO WHOM THESE: PRESENTS: SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE
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July 06, 2007

THE ATTACHED U.S. TRADEMARK REGISTRATION 3,211,039 IS
CERTIFIED TO BE A TRUE COPY OF THE REGISTRATION ISSUED BY
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REGISTRATION IS IN FULL FORCE AND EFFECT.

REGISTERED FOR A TERM OF 10 YEARS FROM February 20, 2007 SAID RECORDS SHOW TITLE TO BE IN: Registrant

By Authority of the

Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office

P. SWAIN

Certifying Officer





Int. Cl.: 14

Prior U.S. Cls.: 2, 27, 28 and 50

United States Patent and Trademark Office

Reg. No. 3,211,039 Registered Feb. 20, 2007

TRADEMARK PRINCIPAL REGISTER



CARTIER N.V. (NETHERLD ANTILLES COMPA-SCHARLOOWEG 33 CURACAO, NETHERLD ANTILLES

FOR: HOROLGOGIC AND CHRONOMETRIC IN-STRUMENTS, NAMELY, WATCHES, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

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SEC. 2(F).

SER. NO. 78-855,457, FILED 4-6-2006.

CAROLINE WOOD, EXAMINING ATTORNEY

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SEAH - Gift of Time

SEAH is the connection of the universe with time, the past with the present, the zodiac sign with the being, and the being with his or her personality. SEAH reminds us of our inner traits in the form of a timepiece with a story. Read the amazing 56-page book enclosed with your watch.

Each detail on the unisex watch relates to nature and the universe. The bezel on the watch represents the infinite waves of the ocean. Each hour symbolizes a heavenly star. In the center of the watch lies the illuminating sun. The hands on the watch represent the powerful rays of the sun. Within each eye lies one bright star. The date is appropriately situated amidst the moon's glow. The sign, which reflects the month that one is born, appears at the watch's summit.

THE SEAH STORY IS TRULY ONE OF A KIND.

YOU MIGHT ALSO LIKE...

Limited introductory pricing!

All SEAH watches are patented.

Delivery Information

For fastest delivery, products are shipped to you from each individual merchant. Delivery times may vary, but when you place an order with SkyMall, we will estimate the shipping and delivery dates for you based on the availability of your items and the shipping options you choose. Shipping date estimates will appear in the order. Once you've placed your order, you will be able to see both shipping and delivery date estimates in the order confirmation e-mail and in the relevant order summary in Your Account. Delivery times do not include weekends or holidays.

Gift Cards - Available in \$25, \$50 and \$100 denominations, they are always the perfect gift and are available. Standard Delivery for Individual Gift Card orders is always FREE! (For larger corporate or bulk Gift Card orders please call us for more info.)

Standard Delivery

To expedite your order, merchandise is shipped direct from each merchant. Average delivery time is 7-10 days. The fees below apply to standard delivery charges unless otherwise noted. However, some items require up to 2 to 3 weeks for delivery due to weight and/or personalization. For mailed orders, please allow an additional 10 business days for delivery. The fees below apply to standard delivery charges unless otherwise noted.

Merchandise Total	Standard Delivery
Up to \$20.00	\$7.00
\$20.01-\$40.00	\$9.00
\$40.01-\$60.00	\$11.00
\$60.01-\$80.00	\$13.00
\$80.01-\$100.00	\$15.00
\$100.01-\$150.00	\$17.00
\$150.01-\$200.00	\$19.00
More Than \$200.00	\$21.00

Shipments to Alaska, Hawaii and Puerto Rico require an additional delivery charge. Due to the unique nature of the item, some products cannot be shipped to Alaska, Hawaii and Puerto Rico.

Rush Delivery

Delivery in 2 to 4 business days is available on most merchandise. An additional charge may apply and will be calculated at checkout. Some products require expedited shipping due to size, weight or the perishable nature of the product. Additional charges are listed on the product detail page.

Next Day Delivery

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More Delivery Information

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Satisfaction. Your complete satisfaction is our first concern. If you're unhappy with any purchase, for any reason, you can return it within 60 days for exchange or refund. Guaranteed.

Items ship directly from individual stores. To ensure proper exchanges and credits, items should be returned to the stores from which they shipped. MORE INFO...▶

Pricing. With SkyMall, there's no need to comparison shop. We bring you the best products from the best catalogs and brands with no markup! The prices in SkyMall are the same as the prices of the more than 50 companies that mail catalogs to your home.

However, if you find an identical new product advertised for less, just send us the ad and we'll honor the lower price. Also, if within 30 days of receipt of your order, you find the identical product advertised for a lower price, send us the ad and we'll promptly refund the difference. MORE INFO...

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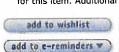
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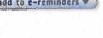
















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Watch features:

- 316L Stainless Steel Case & Bracelet with hand texturized wave
- 5 Microns of 18K Gold plating on case & bracelet.
- White Swiss Made PU 70 Rubber integrated into bracelet.
- · Swiss Made Chronograph Movement.
- Grade A White Mother of Pearl Dial.
- 10 ATM Water Resistant.
- Built-in Half links for fine adjustment.
- · Crown Protector with Chain.

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Seah Zodiac Watch Gold Brown Price: \$1,499.00

Seah Zodiac **Watch Gold** Black Price:

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- 0.17CTTW of F color & VS clarity Full Cut Diamonds.
- · Fach watch is hand made & numbered.
- Every SEAH Watch is personalized with your Zodiac sign.

Choose your zodiac sign from the drop-down box.

Seah Zodiac Watch with 18K Gold-Plating & White Dial

Delivery Information

For fastest delivery, products are shipped to you from each individual merchant. Delivery times may vary, but when you place an order with SkyMall, we will estimate the shipping and delivery dates for you based on the availability of your items and the shipping options you choose. Shipping date estimates will appear in the order. Once you've placed your order, you will be able to see both shipping and delivery date estimates in the order confirmation e-mail and in the relevant order summary in Your Account. Delivery times do not include weekends or holidays.

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1	More Than \$200.00	\$21.00

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\$1,799.00



Seah Zodiac **Watch Gold** Blue Price: \$1,799.00



Seah Zodiac Watch SS Green Price: \$1,699.00 Satisfaction. Your complete satisfaction is our first concern. If you're unhappy with any purchase, for any reason, you can return it

Items ship directly from individual stores. To ensure proper exchanges and credits, items should be returned to the stores from which they shipped. MORE INFO...▶

within 60 days for exchange or refund. Guaranteed.

Pricing. With SkyMall, there's no need to comparison shop. We bring you the best products from the best catalogs and brands with no markup! The prices in SkyMall are the same as the prices of the more than 50 companies that mail catalogs to your home.

However, if you find an identical new product advertised for less, just send us the ad and we'll honor the lower price. Also, if within 30 days of receipt of your order, you find the identical product advertised for a lower price, send us the ad and we'll promptly refund the difference. MORE INFO...

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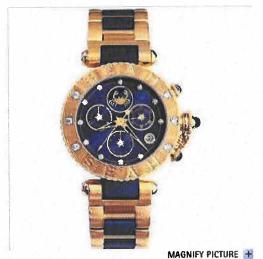
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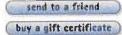
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Rush Delivery in 2 - 4 business days is available for this item. Additional charges may apply.

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Product Details

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SkyMall Guarantee

Watch features:

316L Stainless Steel Case & Bracelet with hand texturized wave pattern.

5 Microns of 18K Gold plating on case & bracelet.

Royal Blue Swiss Made PU 70 Rubber integrated into bracelet.

Swiss Made Chronograph Movement.

Royal Blue Satin Finish Dial.

10 ATM Water Resistant.

Built-in Half links for fine adjustment.

Crown Protector with Chain.

Genuine Sapphire Cabochon on pushers & crown. 0.50CTTW of F color & VS clarity Full Cut Diamonds.

Each watch is hand made & numbered.

Every SEAH Watch is personalized with your Zodiac sign.

Choose your zodiac sign from the drop-down box.

YOU MIGHT ALSO LIKE...



Seah Zodiac Watch Gold **Black** Price: \$1,799.00



Seah Zodiac Watch Gold Brown Price: \$1,499.00

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Seah Zodiac Watch Gold White Price: \$1,499.00



Seah Zodiac Watch SS Blue Price: \$1,399.00 **CUSTOMER SERVICE**

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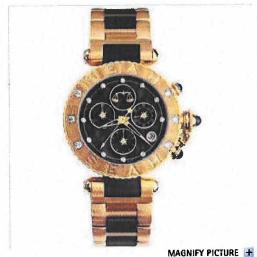
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Seah Zodiac Watch Gold Black

SEAH Watches YGDA



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Style: Seah Zodiac Watch Gold Black \$1,799.(

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Product Details

Delivery Information SkyMall Guarantee

Watch features:

316L Stainless Steel Case & Bracelet with hand texturized wave pattern.

5 Microns of 18K Gold plating on case & bracelet. Black Swiss Made PU 70 Rubber integrated into bracelet.

Swiss Made Chronograph Movement. Grade A Black Mother of Pearl Dial.

10 ATM Water Resistant.

Built-in Half links for fine adjustment.

Crown Protector with Chain.

Genuine Sapphire Cabochon on pushers & crown. 0.50CTTW of F color & VS clarity Full Cut Diamonds.

Each watch is hand made & numbered.

Every SEAH Watch is personalized with your Zodiac sign.

Choose your zodiac sign from the drop-down box.

YOU MIGHT ALSO LIKE...



Seah Zodiac Watch Gold Blue Price: \$1,799.00



Seah Zodiac **Watch Gold** Brown Price: \$1,499.00

Seah Zodiac Watch with 18K Gold-Plating & Black Dial

Delivery Information

For fastest delivery, products are shipped to you from each individual merchant. Delivery times may vary, but when you place an order with SkyMall, we will estimate the shipping and delivery dates for you based on the availability of your items and the shipping options you choose. Shipping date estimates will appear in the order. Once you've placed your order, you will be able to see both shipping and delivery date estimates in the order confirmation e-mail and in the relevant order summary in Your Account. Delivery times do not include weekends or holidays.

Gift Cards - Available in \$25, \$50 and \$100 denominations, they are always the perfect gift and are available. Standard Delivery for Individual Gift Card orders is always FREE! (For larger corporate or bulk Gift Card orders please call us for more info.)

Standard Delivery

To expedite your order, merchandise is shipped direct from each merchant. Average delivery time is 7-10 days. The fees below apply to standard delivery charges unless otherwise noted. However, some items require up to 2 to 3 weeks for delivery due to weight and/or personalization. For mailed orders, please allow an additional 10 business days for delivery. The fees below apply to standard delivery charges unless otherwise noted.

 Merchandise Total	Standard Delivery	
Up to \$20.00	\$7.00	
\$20.01-\$40.00	\$9.00	
\$40.01-\$60.00	\$11.00	
\$60.01-\$80.00	\$13.00	
\$80.01-\$100.00	\$15.00	
\$100.01-\$150.00	\$17.00	
\$150.01-\$200.00	\$19.00	
More Than \$200.00	\$21.00	

Shipments to Alaska, Hawaii and Puerto Rico require an additional delivery charge. Due to the unique nature of the item, some products cannot be shipped to Alaska, Hawaii and Puerto Rico.

Rush Delivery

Delivery in 2 to 4 business days is available on most merchandise. An additional charge may apply and will be calculated at checkout. Some products require expedited shipping due to size, weight or the perishable nature of the product. Additional charges are listed on the product detail page.

Next Day Delivery

Orders for in-stock merchandise received by 12 noon EST Monday-Friday are eligible for delivery within the Continental U.S. on the next business day. If you order an item with the Next Day Shipping option after 12 noon EST, Monday - Friday, the item will usually ship on the following business day, requiring a total of two business days for delivery. For example, an order received after 12 noon on Monday may be delivered on Wednesday. An order received after 12 noon on Friday may be delivered on Tuesday. Additional charges apply and will be calculated at checkout.

More Delivery Information

Shop worry-free

Satisfaction. Your complete satisfaction is our first concern. If you're unhappy with any purchase, for any reason, you can return it within 60 days for exchange or refund. Guaranteed.

Items ship directly from individual stores. To ensure proper exchanges and credits, items should be returned to the stores from which they shipped. MORE INFO...▶

Pricing. With SkyMall, there's no need to comparison shop. We bring you the best products from the best catalogs and brands with no markup! The prices in SkyMall are the same as the prices of the more than 50 companies that mail catalogs to your home.

However, if you find an identical new product advertised for less, just send us the ad and we'll honor the lower price. Also, if within 30 days of receipt of your order, you find the identical product advertised for a lower price, send us the ad and we'll promptly refund the difference. MORE INFO...



Seah Zodiac Watch Gold White Price: \$1,499.00



Seah Zodiac Watch SS Blue Price: \$1,399.00

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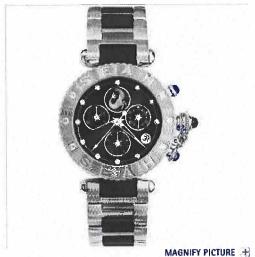
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Seah Zodiac Watch SS Green

SEAH Watches SSDG



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\$1,699.00

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To view this watch with your zodiac sign - Click





Product Details Delivery Information SkyMall Guarantee

Watch features:

316L Stainless Steel Case & Bracelet with hand texturized wave pattern.

Hunter Green Swiss Made PU 70 Rubber integrated into bracelet. Swiss Made Chronograph Movement.

Hunter Green Satin Finish Dial.

10 ATM Water Resistant.

Built-in Half links for fine adjustment.

Crown Protector with Chain.

Genuine Sapphire Cabochon on pushers & crown.

0.50CTTW of F color & VS clarity Full Cut Diamonds.

Each watch is hand made & numbered. Every SEAH Watch is personalized with your Zodiac sign.

Choose your zodiac sign from the drop-down box.

YOU MIGHT ALSO LIKE ...



Seah Zodiac Watch Gold Black Price: \$1,799.00



Seah Zodiac Watch Gold Blue Price: \$1,799.00

Seah Zodiac Watch with Stainless Steel & Green Dial

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Seah Zodiac Watch SS Black Price: \$1,699.00



Seah Zodiac Watch Gold Brown Price: \$1,499.00

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